

**BACK ON TRACK**  
**Media Events Team**  
Minutes  
3/24/04

Note: Since my notes were lost in a computer glitch, these notes depend largely on my memory. It seems to me that Ron Namuth volunteered for just about everything, but you may want to look through these notes to be sure.

Present were: Ron Namuth, Teri Vosicky, Mike Losee, Toni Arntzen, Otto Schultz, Brendan Evans, Kathy Stokes, Free To Grow, Dennis Svoboda, KZUM, Rand Wiese, Nebraska Recovery Network, etc.

Mary Barry-Magsamen, Karen Heusel, Topher Hansen had other commitments

**1. Next Meetings: We scheduled two more meetings of the team for April 7 and April 21 at 3:00 p.m. at Antlers, Sheridan and South.**

**2. Dates and Places**

- a. Otto confirmed with Mr. Tonjes that we have north capitol steps for April 24 from 11:00 to 1:00. Teri will notify the police that we are planning an event and that people will be traveling from Capitol to Antelope.
- b. Thanks to Kit Boesch, Parks and Rec has received our request for Antelope Park Shelter #2 and waived the fee. There is one electrical outlet at this shelter and we do not need a key for it.

**3. Program People**

- a. Senator Hagel's office will let us know if he will be in town soon. We can also ask Congressman Tom Osborne or Senator Ben Nelson, but we should have a second speaker lined up who will be the keynote speaker if we can't get our first pick. Chief Tom Casady seems like a good candidate. Well known and a forceful speaker. Also, the new head of Nebraska HHS might be interested. Otto will contact them and let them know they are second on our list.
- b. Toni Arntzen and Cindy Cox have committed to speak as recovering person and family member. Otto will get a bio from Toni.
- c. Rand said that he has access to a podium that stands on its own also sound equipment. Otto will ask Rod Combs if he can get the Humvee for the picnic and we can play the SHARE CD. Dennis said that he could get a variety of CD's from KZUM to play.

#### **4. Publicity/Promotion**

- a. Teri Vosicky has made the fliers at LCAD and anyone can pick up as many as they need from her. That went out at Spring Fling and "Moment of Serenity" was announced at large Sunday AA meeting.
- b. Teri will put together press packets.
- c. Otto will send Teri the new agenda when the main speaker is confirmed and she will make up the Press Packets.
- d. Otto will send Teri the current version of the DT! FACT Sheet.
- e. Send Teri the resources list based on the Capacity Survey.
- f. Update the launching letter
- g. Press release 3 to 4 weeks ahead.
- h. We need to get info to Alumni Associations as early as possible.
- i. Otto will draft something special for churches.
- j. Otto writes invite letters to politico's.
- k. Teri will draft a wallet sized product for distribution during the event to everyone. She will bring it to the next meeting.

#### **5. Review of Order of Events**

- a. Introduction of Event and Senator Hagel- Topher
- b. Senator's Remarks - Senator Chuck Hagel
- c. Introduction of Recovering Speaker - Topher
- d. Recovering Speaker - Toni Arntzen
- e. Introduction of Recovering Family Member - Topher
- f. Family Member - Cindy Cox
- g. Moment of Serenity in celebration of recovery
- h. Sign the banner on Light Armored Vehicle (LAV)
- i. Dignitaries get on board the LAV and vehicles for photo op
- j. Walk or ride to Antelope Park
- k. Picnic with clowns, balloons.

#### **6. Picnic Activities**

- a. Otto will ask Rod Combs re: using HUMVEE in the park. They can play CD's like SHARE and it's an attraction to kids along with the LAV.
- b. The menu looks like Hot dogs, buns, condiments, chips, brownies and apples.
- c. Teri noted names of people that Karen can contact for food
- d. Karen/Teri will make shopping list for things like coffee and stuff we may have to buy.
- e. Rand will also round up cooking and beverage equipment and supplies, including coffee pots, Cambro beverage dispenser, Large Ice tea cooler and dispenser, two roasters, cups, napkins, extension cords, multi-outlet boxes, sound system (w/mikes and boom box), insulated coolers for pop and recruit volunteers.

- f. Rand can also talk to Sandra Karst who works for Fairbury about hot dogs, but Karen and he will coordinate
- g. Ron and Rand will set up park site and cook.

**7. Measuring success**

- a. We will use event attendance believing that anything over 100 is good.
- b. Counting media articles, stories, interviews and their estimated audiences.
- c. Devising ways to collect names of people who are interested in participating at another level such as wanting to 'join the cause', get help for self or family/friend, push legislation, etc)